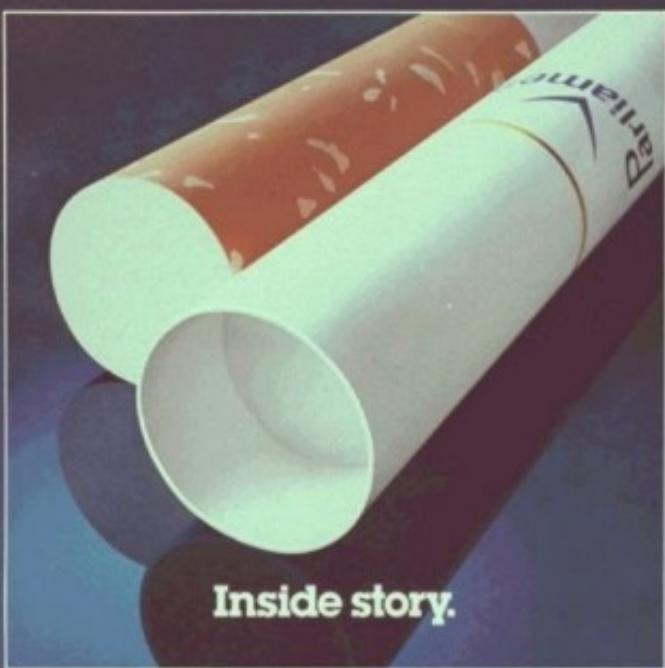


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Inside story.

The secret's out.
Our filter is in. A quarter-inch in, that is.

This small recess keeps your lips free from touching the tar that builds up on the filter.

Plain filters can't do that.

Which is why Parliament Lights are so tastefully light.

And even though that's a short story, you'll have to admit it's a novel idea.



Only Parliament Lights has the famous recessed filter.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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13 mg "tar", 0.8 mg nicotine av. per cigarette, FTC Report Dec. 81.

